

Former WPP creative director launches a platform that puts the method of top brand consultancies within reach of small businesses

Built in Porto, Portugal, BrandingStudio.ai has created more than 1,200 brands across four continents since March

About BrandingStudio.ai

An AI branding platform that replicates the working method of top brand consultancies, covering new brands, rebrands and sub-brands. Built by itMatters.studio in Porto, Portugal.

Press contact

João Seabra, founder
press@brandingstudio.ai
brandingstudio.ai/press

Key figures

Launched: March 2026
Users: 1,000+
Brands created: 1,200+
Reach: 4 continents
Product Hunt: #6 Product of the Day
Funding: bootstrapped

Porto, Portugal, 11 August 2026. BrandingStudio.ai, a platform that applies artificial intelligence to the working method of top-tier brand consultancies, is now available in English, Spanish, European Portuguese and Brazilian Portuguese, with French to follow.

The platform was founded by João Seabra, a Portuguese creative director with twenty years in brand strategy. Seabra was Regional Creative Director at WPP for Asia-Pacific, where he worked on brands including Coca-Cola, HSBC, AT&T and Bank of America, and taught at university level for more than a decade.

Since its public launch in March 2026, when it reached sixth place as Product of the Day on Product Hunt, the platform has gathered more than 1,000 users, who have created over 1,200 brands across four continents. The company is bootstrapped and has raised no venture capital.

“What we codified is not the design, it is the method. It is the same working sequence used in projects worth tens of thousands of dollars, and it was never for sale, because it could only be learned inside agencies. The AI layer acts as a guide, so someone with no background in branding can walk that process from start to finish. What gets democratized is not the design. It is the rigour.”

João Seabra, founder of BrandingStudio.ai

Unlike logo generators, the platform builds the full strategic foundation first, analysing more than 1,000 data points on competitors, audience and market positioning before producing any visual asset. It runs seven integrated modules, from research and positioning through verbal identity, visual identity and launch planning, completing in 50 to 70 minutes a process that traditionally takes three to six months.

The platform handles new brands, but also rebrands, since it reads an existing brand and proposes its evolution, as well as sub-brands within larger groups. Exports are production deliverables: PDF reports, editable vector files and digital brand guidelines published automatically as a standalone microsite, ready to share with teams and suppliers.

That level of work has always been out of reach for small businesses, which represent around 90 percent of all companies worldwide according to the World Bank.

BrandingStudio.ai runs on a credit model with no mandatory subscription: a free trial, one-time packages from 237 dollars and subscriptions from 197 dollars per month. Every plan includes full ownership of the generated assets. The platform is built by itMatters.studio, based in Porto, Portugal.